

# CONTENTS

FROM EDITORS .....	11
HISTORICAL PRECONDITIONS FOR CORPORATE SOCIAL RESPONSIBILITY IDEAS ARISING Desislava Serafimova .....	12
REASONS FOR THE INCREASE OF BULGARIA'S DEFICIT OF THE FOREIGN TRADE AND POSSIBILITIES FOR ITS DECREASE .....	19
Hari Nikolov .....	
CAPITAL MARKET DEVELOPMENT OF BULGARIA .....	23
Georgi Lachov, Iskra Nencheva .....	
CURRENT ISSUES CONCERNING THE DEVELOPMENT OF THE TOUR-OPERATOR COMPANIES IN BULGARIA .....	26
Katya Vladova .....	
ACCOUNTS RECEIVABLE FINANCING AS AN IMPLEMENT OF A SUSTAINABLE DEVELOPMENT .....	30
Marusia Linkova .....	
FOREIGN DIRECT INVESTMENT AND THEIR IMPACT ON THE SUSTAINABLE DEVELOPMENT OF ECONOMY .....	36
Veselina Grigorova .....	
SUSTAINABLE DEVELOPMENT AND CONTEMPORARY CONCEPTIONS FOR INVESTMENTS .....	42
Stefan Stefanov, Veselka Vasileva .....	
SMALL AND BIG SIZED ENTERPRISES' INTEGRATION IN GLOBAL ECONOMY .....	46
Alexandra Parashkevova .....	
DEPENDENCE BETWEEN HOTEL BEDS AND THE REVENUES OF ITS USE .....	54
Vyara Kyurova .....	
SMALL AND MEDIUM SIZED ENTERPRISES' PARTICIPATION IN BUSINESS-SYSTEMS IN GLOBAL ECONOMY .....	61
Loretta Parashkevova .....	
THE ROLE OF INFLATION AS AN ECONOMIC FACTOR .....	70
Georgi Getov .....	
APPLICABILITY OF THE DYNAMIC SHAPING AT THE DEVELOPMENT OF REGIONAL STRATEGIES, LEADING TO STABLE GROWTH .....	76
Daniela Dimova .....	
THE ROLE OF THE AGRICULTURAL ENTREPRENEUR FOR SUSTAINABLE DEVELOPMENT .....	82
Marina Nikolova .....	
BIOLOGICAL PRODUCTION - A PERSPECTIVE FORM OF AGROENTREPRENEURSHIP .....	87
Dimitrinka Grozeva .....	
DEVELOPMENT OF GOATFARMING – POSSIBILITY OF BULGARIAN CONTRACTORS .....	91
Ognian Hubenov .....	
ANALYSIS OF THE VERTICAL INTEGRATION'S DEGREE IN SECTORS - AGRICULTURE AND FOOD-PROCESSING INDUSTRY .....	94
Evgeni Genchev, Iskra Nencheva .....	
DEVELOPMENT OF LAND LEASE AND MARKET IN STARA ZAGORA AREA .....	98
Nadezhda Petrova, Iskra Nencheva .....	
STEADY DEVELOPMENT OF AGRICULTURAL AND OTHER ACTIVITIES IN TERRITORIES OF SPECIAL STATUS (BASED ON THE EXAMPLE OF PROTECTED AREA "KALIMOK-BRASHLEN" AND NATURAL PARK "PERSINA") .....	102
Svetla Madjarova, Diana Kopeva, Naiden Naidenov, Nina Nikolova, Violina Hadjieva, Matia Atanasova .....	
OPPORTUNITIES FOR DEVELOPMENT OF AGRICULTURE AND TOURISM IN TERRITORIES, INCLUDED IN NATURA 2000 .....	107
Naiden Naidenov, Svetla Madjarova .....	

AGRICULTURE'S ROLE FOR SUSTAINABLE DEVELOPMENT IN SILISTRA DISTRICT .....	112
Zornitsa Stojanova	
PRECONDITIONS AND STRATEGIC TRENDS FOR SUSTAINABLE DEVELOPMENT OF RURAL REGIONS IN PLOVDIV REGION .....	118
Albena Miteva	
BIOLOGICALLY ACTIVE COMPOUNDS – ALTERNATIVE FOR SUSTAINABLE AGRICULTURE .....	122
Despina Hristova, Dobrinka Nenkova, Ivanka Ivanova	
EFFICIENCY AND SUSTAINABLE DEVELOPMENT OF BULGARIAN FARMS (ON THE BASIS OF CEREAL, FRUIT AND VEGETABLES PRODUCTION) .....	128
Diana Kopeva, Nina Ivanova	
CONDITIONS AND PERSPECTIVES FOR SUSTAINABLE LAND MANAGEMENT .....	134
Nadezhda Petrova, Veneta Gaidarjieva	
TRENDS AND REALITIES TO STABLE DEVELOPMENT IN THE MUNICIPALITY OF STARA ZAGORA .....	137
Veneta Gaidardjieva, Georgi Kostov Lachov	
QUALITY ASSESSMENT AND TRACEABILITY ON THE PORK MARKET .....	140
Roumen Otouzbirov, Georgi Zhelyazkov	
SUSTAINABILITY, INNOVATION AND ENTREPRENEURSHIP IN ANIMAL HUSBANDRY .....	144
Nadka Kostadinova, Todorka Atanasova	
BIOFUEL PRODUCTION AS POSSIBILITY FOR SUSTAINABLE DEVELOPMENT OF AGRICULTURE .....	150
Zhivka Tananeeva	
DIVERSIFICATION AS A STRATEGY FOR SUSTAINABLE TOURISM DEVELOPMENT .....	155
Maria Stankova	
SHORT-RUN FORECASTING OF TOURISM MARKETS DEVELOPMENT .....	160
Preslav Dimitrov	
THE PROBLEMS AND PERSPECTIVE IN DEVELOPMENT OF BULGARIAN HEALTH, SPA AND WELLNESS TOURISM .....	167
Jordan Jordanov	
THE ESTABLISHMENT OF ASSOCIATION OF SPA RESORTS - A FACTOR FOR THE DEVELOPMENT OF MUNICIPALITIES WHICH ARE RICH IN HYDRO MINERAL RESOURCES .....	174
Jordan Jordanov	
QUESTIONNAIRE ASSESSMENT OF INDICATORS FOR SUSTAINABLE TOURISM (MAN-MADE RESOURCES AND SOCIO-ECONOMIC ENVIRONMENT) IN NATURE PARK "RUSENSKI LOM" .....	180
Peter Nojarov, Dilyana Stefanova	
RESEARCH OF BASIC OBSTACLES, STANDING ON A WAY OF INTRODUCTION OF NEW INDUSTRIAL AND/OR ORGANIZATIONAL TECHNOLOGIES TO THE COMPANIES IN THE NORTH-EASTERN REGION FOR THE PLANNING .....	189
Plamen Pavlov	
DIFFERENCES AND SUSTAINABILITY IN DEVELOPMENT OF MUNICIPALITIES FOR THE PERIOD 2000-2004 YEARS .....	196
Nina Yankova	
THE ADMINISTRATIVE MEASURES OF COMPULSION IN CASE OF THE ENVIRONMENTAL PROTECTION .....	201
Lyubomir Mechkarov	
SCHEMES FOR FINANCING OF PROJECTS FOR ENERGY EFFICIENCY PROJECTS AND PRODUCTION OF ELECTRICITY BY RENEWABLE ENERGY SOURCES .....	203
Svetla Boneva	
THE MANURE - REFUSE OR RESOURCE .....	209
Nikola Apostolov, Margarita Krusteva	
COSTS AND BENEFITS FOR THE EU FROM THE USAGE OF BIOMASS AS A RENEWABLE ENERGY SOURCE .....	214
Svetla Boneva	

MANAGEMENT OF NATURAL RESOURCES – RETHINKING OF CLASSICAL APPROACH AND DECISIONS .....	219
Julia Doitchinova	
CONSUMER ATTITUDES TOWARDS THE TOURIST PRODUCT OF THE ECOTOURIST VISITING CENTRES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT .....	224
Raya Madgerova, Rayna Dimitrova, Vyara Kyurova	
OBTAINING OF BROWN GAS AND POSSIBILITIES FOR ITS APPLICATION .....	228
Radoslav Sterionov	
IMPACT OF THE ECONOMIC MECHANISMS ON THE DEVELOPMENT OF THE MARKET OF BIO-FUELS IN BULGARIA .....	231
Balin Balinov	
STATE OF WATER RESOURCES IN BULGARIA – ISSUES AND PROSPECTS .....	235
Milkana Mochurova	
MODERN OUTSOURCING PRACTICES IN BULGARIAN BUSINESS ORGANISATIONS IN THE COMMON EU MARKET .....	244
Matilda Alexandrova	
A STRATEGY FOR SURVIVAL AND SUSTAINABLE DEVELOPMENT OF THE MUNICIPAL HEALTHCARE INSTITUTIONS IN VARNA REGION .....	251
Tzveta Zafirova, Boncho Mitev	
NEW ASPECTS IN THE GUIDELINES FOR THE IMPLEMENTATION OF PROGECT FINANCED BY EUROPEAN FUNDS .....	258
Dobrin Dobrev	
MAJOR CHALLENGES THAT WINE PRODUCERS FACE IN BULGARIA AFTER THE ACCESSION TO THE EUROPEAN UNION .....	263
Iveta Gabrovska	
COMPETENCES IN DECISIONS MAKING .....	270
Milena Filipova	
THE OPERATIONAL PROGRAMS OF EU AND THE ROAD TO BULGARIA TO PROOF DEVELOPMENT .....	277
Ivelina Zhecheva-Radeva	
SUSTAINABLE DEVELOPMENT AND STAGES TO ITS ACHIEVEMENT .....	281
Konstantin Naplatarov	
FEASIBILITY STUDIES’ ROLE IN MANAGING PROJECT RISK .....	287
Ognyan Andreev	
ROADMAP FOR CREATION AND IMPLEMENTATION OF BALANCED SCORECARD SYSTEMS .....	291
Lalka Borisova	
THEORETICAL ASPECTS AND EMPIRICAL ANALYSIS OF THE SOCIO-ECONOMC FACTORS FOR THE EXISTENCE OF GREY ECONOMY IN BULGARIA .....	296
Anton Marinov	
COMPARISON OF METHODS FOR EVALUATION OF EFFECTIVNESS APPLICABLE IN BENCHMARKING .....	305
Milena Krumova	
THE DISPATCHING OF THE PRODUCTION PROCESS – AN INTEGRAL PART OF THE OPERATIONS MANAGEMENT .....	310
Radka Ivanova	
STEADY DEVELOPMENT MANAGEMENT AS A TASK OF COORDINATED OPTIMUM .....	316
Hristo Krachunov	
EFFECTIVE CHANGE MANAGEMENT AND COMPETITIVENESS .....	321
Mariana Kuzmanova	
STABLE DEVELOPMENT OF THE MUNICIPALITIES. THE PURPOSES, STRATEGIES AND PROCEDURES AT SOLVING OF THE PROBLEMS FOR A FRAME PROGRAM .....	326
Paraskeva Dimitrova	
TECHNOLOGY AND PROCEDURES AUDIT IN MAMANEGEMENT .....	334
Rumiana Neykova	

PRODUCTION OF FOODS AND FOOD SUPPLIES IN BULGARIA IN THE CONTEXT OF THE COMMON AGRARIAN POLICY OF THE EU .....	340
Darina Rustcheva	
CORPORATE SOCIAL INVOLVEMENT, STAKEHOLDERS .....	345
Maria Bakalova	
CHARACTER, ROLE AND BASIC GOALS OF LABOUR PRESENTATION .....	351
Penka Goranova	
SCHNEIDER ELECTRIC BULGARIA'S IDENTITY OF MOTIVATION. FUNDAMENTALS, INDICATORS .....	357
Daniela Popova	
QUALITY ASSESSMENT OF HUMAN RESOURCES .....	366
Tsanka Zlateva	
THE SUSTAINABLE DEVELOPMENT AND THE SOLIDARITY STRIKES IN SUPPORT OF THE LAW STRIKE OF OTHER EMPLOYMENTS .....	372
Lenko Russanov	
MOTIVATION MANAGEMENT OR HOW TO STOP THE STAFF "POACHING" OF THE IT SECTOR SPECIALISTS .....	377
Velina Koleva	
PRECONDITION FOR SUSTAINABLE DEVELOPMENT OF HUMAN RESOURCES IN THE CONTEXT OF STRUCTURAL FUNDS .....	381
Daniela Yordanova	
MOTIVATING FACTORS RAISING LABOUR'S EFFECTIVENESS .....	387
Dilyana Yaneva	
OPTIMIZATION OF WAGE FUNCTIONS – CONDITIONS FOR STEADY GROWTH .....	391
Georgi Georgiev	
A COMPARABILITY BETWEEN THE NATIONAL PRIORITIES IN THE ADMINISTRATIVE MANAGEMENT AND THE PERSONAL ATTITUDES OF THE EMPLOYEES IN THE PUBLIC SECTOR .....	398
Miglena Pencheva, Diana Antonova	
ENTERPRISE RESOURCE PLANNING SYSTEMS AND TOOLS FOR DATA ANALYSIS IN BUSINESS ENTERPRISE .....	404
Krassimira Shvertner	
LOCATION-BASED SYSTEM DYNAMICS MODELING .....	410
Todorka Dimitrova, Elena Kalcheva - Yovkova	
A POSSIBLE APPLICATION OF MS EXCEL FOR AUTOMATION OF THE ACCOUNTING ACTIVITIES IN POSTAL AND COURIER SERVICES .....	418
Yuliona Kovacheva, Stamenka Hadjieva	
THE PRINCIPLE OF SUSTAINABLE DEVELOPMENT IN CREATION OF INFORMATION MODEL OF THE VALUE .....	425
Ivan Iliev	
SPECIAL CHARACTERISTICS OF INTERACTIVE METHODS IN HIGER ENGINEERING EDUCATION .....	431
Antoaneta Dobreva, Elka Rusinova, Vasil Dobrev	
THE QUALITY OF EDUCATION - A CONSEQUENCE OF THE MANAGEMENT OF PEDAGOGICAL INTERACTION .....	434
Elka Rusinova, Sonia Georgieva	
THE ENGLISH LANGUAGE INSTRUCTION IN THE MAJOR OF TOURISM: NEEDS ANALYSIS .....	437
Ilinka Terziyska, Gergana Angelova	
CONCERNING THE PART OF HIGHER SCHOOLS AND THE QUALITY OF THE STUDENTS TRAINING .....	442
Nedka Stancheva, Hristo Beloev, Dimitar Stanchev	
THE EDUCATIONAL PROCESS OF SPECIALITY „ECOECONOMICS” – OPPORTUNITIES AND PROSPECTS .....	447
Ivan Kanchev, Albena Miteva, Zornitsa Stoyanova	

THE ROLE OF NEAA FOR INTRODUCTION OF EUROPEAN STANDARDS OF QUALITY ASSURANCE IN HIGHER EDUCATION .....	453
Krasimira Skordinova-Georgieva	
CULTURAL COMPETENCE IN THE LIGHT OF THE FOREIGN LANGUAGE COMPETENCE .....	456
Teodora Kiryakova-Dineva	
PRIOR CHARGE PROBLEMS AND REQUIREMENTS ABOUT THE EDUCATION-IMPORTANT FACTOR OF STABILITY DEVELOPMENT .....	462
Tzonka Laleva	
SOME CHARACTERISTICS OF TEMPERATURE REGIME IN BULGARIA DURING 2007 .....	467
Vladimir Vlaskov	